



WISCONSIN MAIN STREET News

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12th Annual Main Street Awards Prove...

Main Street Is On Track!

The National Railroad Museum hosted Wisconsin Main Street Program's 12th Annual awards dinner on April 26 in Green Bay. In keeping with this year's railroad theme, many of the evening's 320 participants donned vintage apparel. Community volunteers and Main Street managers - who help keep the program on track throughout the year - were presented with "Main Street Railroad" stock certificates and engraved train whistles for their years of service.

More than 150 nominations were submitted for consideration this year. The evening culminated with a videotaped presentation of the "Community Spirit Award" to the DePere Area Business Alliance by Governor Scott McCallum. The Department of Commerce congratulates all of the nominees on their winning efforts throughout the year. Award recipients and project descriptions follow.



Congratulation to all the nominees for winning efforts throughout the year.

Best Downtown Public Improvement Project

Recognizes the municipality or the Main Street organization that has designed and implemented the most attractive, functional, and sympathetic public improvements in the downtown.

Winner:

**Bemis Manufacturing Company &
Sheboygan Falls Main Street**
*Settlers Park
Sheboygan Falls*

The Sheboygan Falls' Settlers Park project was truly a community effort. In 2000, local businessman Dick Bemis donated prime, downtown, riverfront property, formerly the site of the Bemis plant. The gift, totaling nearly \$465,000 in property and cash, was specified for the

development of a community park, and included a pledge of \$200,000 toward construction, and the commission of a professional landscape architect to prepare the master plan. A \$100,000 Wisconsin Department of Natural Resources grant was also secured. However, construction estimates came in, in excess of \$500,000, so Main Street manager Nancy Verstrate addressed the gap by a coordinating an extensive fund drive. Many Sheboygan Falls businesses came forward to support the project and pledged sponsorships of items such as a gazebo and scenic overlook. Over \$478,000 in cash with \$78,000 of in-kind support was raised. This project, which has transformed the downtown of Sheboygan Falls, utilized minimal city investment. Total project cost: an estimated \$800,000.

Best Downtown Business Development Program

Recognizes the organization that has created and implemented the best retention and/or business recruitment program for the downtown or has improved the downtown economic climate with a successful economic restructuring project.

Winner:

Chippewa Falls Main Street

With much effort, Jeff Novak and Main Street Manager Jim Schuh created the Metropolitan Shops. The unique shops and quality offices retain the architectural integrity and character of the 1889 three-story Metropolitan Block. Tenants are an eclectic mix of businesses: Bohemian Brick Ovens, Duncan Creek Woodworks (a firm specializing in Lake Superior sunken log merchandise), and XMI, a local necktie manufacturer that provides ties for numerous celebrities including Martin Sheen, David Letterman and Tom Brokaw, and for the television shows "West Wing," "ER," "Will & Grace."



Settlers Park



Main Street.

Best Downtown Special Event

Recognizes excellence in a single promotional special event and the role the event plays in the community's quality of life and downtown economy. Nominations are judged on creativity, volunteer organization, and goal achievement.

Winner:

Columbus Carriage Classic Show Committee
Columbus

Seeking a unique event that would bring visitors into the community - specifically the downtown - the City of Columbus introduced its first annual Carriage Classic in 1999. For two years the show was a one-day, pleasure-driving event held in Fireman's Park. In 2001, the show was expanded to two days - adding a Friday night pig roast, and a Saturday evening downtown cruise dubbed the "Dickason Drive." After the drive, visitors spilled over onto the library lawn for a string ensemble concert, which provided background music for the 1st Annual Arts on the Boulevard show. Motels were full, restaurants were packed, and the downtown was humming. Mission accomplished.



Columbus Carriage Ride through downtown

Honorable Mention:

Main Street Waupaca Book Festival
Waupaca

Waupaca's market analysis found that 72 percent of area residents wanted more downtown activities for children. Recommendations from the state and national Main Street programs spurred Ellen Davis, owner of Dragonwings Bookstore, to create and chair Waupaca's first book festival. With a group of eager, book-loving volunteers and a budget of \$6,000,

the festival came alive. One of the highlights of the festival included a Main Street Mystery Game. Players were given a special map and a book of clues based on Waupaca's unsolved murder case of Banker Mead in 1882.

Honorable Mention:

Cruis'n Wisconsin Car, Motorcycle & Truck Show
Blanchardville

During last year's Cruis'n Wisconsin, Blanchardville's 820 person population more than doubled. Over 2,000 people attended the annual event, which began more than a decade ago as the brainchild of local car buff Frank Schlumpf. Thanks to Schlumpf and his band of 50 volunteers, the event has grown steadily since its inception. In 2001, spectators enjoyed looking at over 400 vehicles in 37 classes, and the community earned a net profit of over \$5,000.

Best Interior Renovation Project

Recognizes the business owner's ability to make the best possible use of existing sales space to create a powerful merchandise presentation.

Winner:

Farrell's Fine Furnishings
Ripon

By restoring elegance to the former Kohl Hardware building, owner Troy Farrell dramatically improved the building's appearance. Great attention was paid to maintaining the building's interior integrity. The hardwood maple floor was refinished, decorative tin ceiling repaired, and ornamental lead glass transom exposed. Refurbishing the staircase railing, stripping the doors, and rebuilding oak panel dividers restored the mezzanine office area. Accent lighting, ceiling fans, and a decorative chandelier were added. Sweat equity by the owner, his parents and friends, helped stretch the renovation budget. The new building allowed the business to increase display space by over 400 percent. Total project cost: \$62,000.

Honorable Mention:

Januli's Pizzeria and Italian Deli
West Bend

Januli's owners Jan Walter, Julie Sears, and Jane Clark took an existing downtown retail space and transformed it into an Old

World Italian experience. The renovation was completed by Aero Home Improvements of West Bend, and included adding a new kitchen, removing ceramic tile and carpet, and refinishing the original maple wood floor. The dropped ceiling was removed, exposing an ornate tin ceiling. The walls received new drywall and decorative paint, creating an attractive open space. European chandeliers and an antique cabinet displaying oils, vinegars, and pasta completed the picture. Total project cost: \$25,000.

Best Historic Rehabilitation Project

Recognizes the individual or business that has completed an outstanding historic rehabilitation project. Nominations were judged on design quality and impact in the downtown.

Winner:

Wisconsin Management Company
Hotel Hilton Restoration project
Beloit

Once a prominent hotel in downtown Beloit (with such luminaries as President John F. and Jackie Kennedy, Robert Frost, and Booker T. Washington in its guest log), the historic Hotel Hilton was a faded reminder of its former self. Russ Endres of Wisconsin Management worked with architect Arlan Kay and a Beloit redevelopment team to completely restore this historic building to its original glory - with a new mixed use. Small upper floor guestrooms were transformed into luxury apartments. The Beloit College Turtle Creek Bookstore was ensconced on the main floor, and the refurbished basement is now used as classroom space for Blackhawk Technical College. Dingy aluminum siding was removed from the structure exposing original brick, which was cleaned and tuckpointed, restoring the original façade, and maintaining the historic character of the building. Total project cost: just over \$3 million.

Honorable Mention:

Lyman Smith
The Depot/Royal Tokyo
Marshfield

Preserving and restoring one of the last train depots in Marshfield was crucial to retaining the city's history. When a new boulevard project threatened the depot, Lyman Smith and other local historic

On Track!

preservationists became involved and helped secure funding to relocate the building. The beautifully restored depot now houses Royal Tokyo, a Japanese restaurant. Total project cost: \$400,000.

Best Façade Rehabilitation Under \$5,000

Recognizes the best single façade renovation project costing \$5,000 or less. Nominations are judged on design quality, creativity and impact, within budgetary and other constraints.

Winner:

Tom & Deb Rogers
Gatherings
Ripon

The 204 Watson Street project is an excellent example of an affordable building renovation. The once prominent storefront had been renovated numerous times over the last two decades, each time straying further from the original architecture. This time, the plan was to uncover the storefront. Main Street manager Craig Tebon located historic photos and prepared a rendering of the façade. Surprisingly, renovation turned out almost identical to Tebon's sketch. A large sign panel was removed to expose hidden,



large plate glass windows, and a new storefront sign was designed which unified the building's façade with the two adjacent storefronts. Total project cost: \$2,950.

Honorable Mention:

Community Improvement of Algoma
Main Street Center
Algoma

When Algoma's Main Street office got an historic makeover, no one anticipated how dramatic the results would be with such a minimal investment. The work plan was to restore the building as closely as possible to its original architecture. Removal of the bulkhead panel exposed four original recessed three-light windows that were still intact – adding much-needed light to the interior. The color scheme was changed to blend with the original unpainted brick and add a warmer feel. Total project cost: \$341.86.

Best Façade Rehabilitation Over \$5,000

Recognizes the best single façade renovation project completed at a cost over \$5,000. The physical design of the façade should enhance the commercial district in appearance or function and encourage further design improvements.

Winner:

Bob & Jackie Eigenberger
The Village Restaurant
Sheboygan Falls

One of the most ambitious rehabilitation projects to take place in Sheboygan Falls in recent memory, the dramatic restoration of the landmark Village Restaurant has been credited with increasing business for the owners, and spurring on other storefront rehabilitation in the downtown. Sheboygan Falls Main Street assisted the Eigenbergers through their low interest loan pool, and façade and sign grant programs. The Wisconsin Main Street Program provided free design assistance. Bob Eigenberger trimmed costs by removing all of the mansard roofing and coverings on the transoms himself. Jos. Schmitt & Sons acted as general contractor, obtaining permits and hauling debris. Chemical cleaning, power washing, and tuck pointing brought the buildings back to their original "Cream City" brick. The new window seating invites both new and old customers inside, where interior redecoration has begun.

Honorable Mention:

Ihm Builders: Mark H. Ihm, Proprietor
The Wright Building
Platteville

Working with former Wisconsin Main Street design coordinator Kevin Pomeroy, and Wisconsin Historic Society preservation architect Brian McCormick, Ihm Builders began work on the exterior of the Wright Building, located at 105 East Main in the heart of Platteville's historic Commercial District. Built in 1884, this two-story brick structure has an elaborate pressed tin cornice, Egyptian revival window hoods, and decorative columns and capitals that were still intact under the faux stone and shingles. Façade rehabilitation involved primarily rebuilding the wooden kick plate and huge sash, installing 11 foot sections of glass, door and transom, and removing the



overlay covering the façade. Each step of the construction was submitted to the Historic Preservation Commission for approval. Funding was made possible through state and federal historic tax credits and assistance from a local façade improvement loan program. Total project cost: \$16,000.

Best Public Private/Partnerships in Downtown Revitalization

Recognizes the Main Street organization and government entity that have demonstrated the highest degree of cooperation.

Winner:

Eagle River
Highway 45 Reconstruction Project



Welcome sign in Eagle River

Hosting thousands of visitors each year, Highway 45 was constructed to enhance the downtown area. New sidewalks along the road increased pedestrian activity and safety, providing strong connections to local schools, and into and around the downtown area. By moving the southern end of the highway one block west of its original location, historic Railroad Street and the 1920's train depot were preserved. The downtown park's historic stone arch was relocated to the water's edge, providing a new point of interest for drivers, pedestrians, and boaters. Great care was taken in constructing the new bridge to maintain the distinguished beauty of its predecessor. Period lighting, American flags, flower baskets, and community signs were installed. With the help of a Transportation



Main Street...

Best Printed Promotional Item

Recognizes the best printed promotional piece produced by a Main Street organization. Nominations are judged on graphics, type, layout, content, and distribution.

Winner:

Chippewa Falls Main Street

*Images of America
Chippewa Falls, Wisconsin*



Jim Schuh, Evalyn Frasch, Nancy Schuh, Lucyanne Le Clair, authors of *Images of America*, the County Historical Society, and Chippewa Falls Main Street connected 2,189 people around the world with the publication of Chippewa Falls' illustrated history. To date, profits and royalties available from the Chippewa Falls Main Street program's fundraising publication total \$12,402. Additional profits will continue to roll in from selling the books at the Leinie Lodge Gift Shop, and at special events in the area.

Honorable Mention:

Downtown West Bend Association

*RiverJam Poster
West Bend*

Once community event ideas are generated, exciting print materials must be produced to stimulate public interest. Riverjam offered new creative opportunities for promoting the City of West Bend. TSW Design Engine, LLC created the Riverjam logo, utilizing bright colors, and a winding "R" to capture the river in the West Bend valley. The sun in the corner signifies the positive atmosphere of the event, and the moon and stars convey that the occasion continues into the evening. The resulting poster helped capture the fun and excitement of the West Bend RiverJam.

Honorable Mention:

Sturgeon Bay Community Development Corporation

*2002 Guidebook
Sturgeon Bay*

Thanks to the Sturgeon Bay Community Development Corporation (SBCDC), people now know a lot more about Sturgeon Bay. The 2002 Sturgeon Bay Guidebook, written and produced by SBCDC staff, provides useful information for visitors. The publication showcases much of the area's history, and includes sections on lodging, artisans, area dining, and special events. Initially sent to 85,000 households, the guidebook cost \$41,000 to produce and is available at all of the State of Wisconsin Welcome Centers, most Chambers of Commerce, and member businesses within the community.

Best Volunteer Development

Recognizes the Main Street organization that has developed the most thorough effort to recruit, train, motivate, and recognize volunteers for their program or specific project.

Winner:

Tigerton Middle School Staff & Students

*Gazebo Holiday Decorating
Tigerton*

Character Counts is a character education program in the Tigerton School District. Character is broken down into six pillars, each representing a feature of character. This year Tigerton Main Street asked students to decorate the downtown gazebo for the holidays, a task usually performed by Main Street volunteers. Utilizing the Character Counts theme, the display had six trees arranged in a circle, one representing each pillar of character. Students and staff of Tigerton Middle School fashioned decorations for the trees that represented the values associated with each pillar, providing camaraderie for all ages.



Gazebo decoration created by Tigerton students.

Best Downtown Retail Event

Recognizes excellence in a single promotional special event. Nomination are judged on creativity, volunteer organization, and goal achievement.

Winner:

Black River Falls Downtown Association

*Spring Showcase
Black River Falls*

Each of Black River Fall's 27 businesses participated in the first ever Spring Showcase, providing a remarkable display of solidarity. The theory behind the event was to show the public the wide variety of merchandise available in the downtown area. Items for sale were many and varied, including computers, canoes, furniture, fishponds, and more. Local retailers were pleased at the turnout of community members and visitors who discovered – or rediscovered - the quality products and services that Black River Falls has to offer.

Best Historic Preservation Project

Recognizes outstanding achievements in the area of historic preservation planning. This includes conducting historic building surveys, nominating a district to the National Register of Historic Places, developing a historic walking tour, or organizing to save a community landmark.

Winner:

Sheboygan Falls Main Street/Historic Preservation Commission

*Historic Preservation Commission and Ordinance
Sheboygan Falls*

Sheboygan Falls is home to 71 landmark properties, 41 of which are on the National Register. A total of 36 are in the National Historic Downtown and the Cole districts. However, there was no system in place to protect these jewels from desecration or demolition. Local citizens interested in historic preservation began to gather support by contacting their city council representatives. In late 2000, Nancy Verstrate presented a concisely written sample ordinance for approval, and in March of 2001, the Sheboygan Falls Historic Preservation Ordinance was put into place. The Mayor subsequently appointed a Historic Preservation Commission, which must approve any construction in the either of the districts.

On Track!

Best Creative Fund Raising Effort

Recognizes the Main Street organization that has displayed the most creativity and success in securing funds for its downtown program, or a special project.

Winner:

Positively Pewaukee

Penopoly Gala

Positively Pewaukee's Gala Committee's goal for their "Penopoly" fundraising event was to raise \$15,140 - the exact amount of money in a Monopoly board game. Modifying the traditional board to include local businesses, landmarks, and railroads, organizers also built a mock jail, which proved to be one of the evening's highlights. Prior to the event, and at the door, guests were given the opportunity to purchase "get out of jail free" cards. For \$5, guests could issue warrants for their friends' "arrest". Designated jailers collected the "prisoners" and hauled them off to the slammer. Those with "get out of jail free" cards were released after five minutes, but those without cards had to pay to get out of jail. The group exceeded its fundraising goal. DMC Advertising and Direct Marketing designed and printed the promotional materials as an in-kind donation.

Honorable Mention:

Crandon Design Committee

Adopt a Street Light Program

In its first year as a Main Street community, Crandon faced a major reconstruction of their Main Street area. Dealing with the complex downtown streetscape project, the Design Committee showed determination and proved successful. Working with the City Council, Wisconsin Public Service, and WisDOT, the Design Committee discovered that replacing the current, cobra head lighting with vintage street lighting and decorative brick accents was possible. The Adopt-A-Light program involved sponsorship of light poles at a cost of \$1,200 each. The response was overwhelming, and the project expanded from 44 to 66 lights to cover Lake Avenue and a few major side streets, as well as the Courthouse Square. Within seven months, all 66 lights were sponsored for a total of \$79,200.



Honorable Mention:

Chuck Koenig

Main Street Volunteers Deliver Marshfield

In the spring of 2000, at a Main Street board meeting, Chuck Koenig, a local floral shop owner, explained the quandary that florists face during the Valentine's Day rush when they are forced to hire delivery assistants for just one or two days. Presented with an opportunity, Main Street Marshfield Volunteers Deliver was created to benefit local florists and the Main Street program. Teams of two were established, scheduled, and assigned to one of the three downtown florists involved in the program, and deliveries were made for Valentine's Day and Mother's Day. The five days of deliveries included over 400 volunteer hours and netted the Main Street program \$2,230.

Best Program and Promotion Planning

Recognizes the Main Street organization that has developed the most effective strategies in planning the activities of their organization, and in promoting the importance and success of those activities. Special consideration was given to communities that demonstrated broad volunteer involvement in the planning and implementation of projects in all four points of the Main Street Four-Point Approach.

Winner:

On Broadway, Inc.

2001 Workplan, Newsletters, News Articles, and Annual Report Green Bay

On Broadway, Inc. (OBI) successfully generates an annual report, a monthly newsletter, an annual work plan, newspaper articles covering their activities, and an informational folder containing printed program promotional items. Since 1995, over 50 volunteers have followed the OBI annual work plan that sets the course for the year, resulting in professional, attractive, publications. According to OBI, "It's accomplishing yearly goals that make the drastic changes possible, and together with the promotion of the changes, the district grows and succeeds."



Best New Building Project

Recognizes excellence in a single promotional retail event. Nominations are judged on creativity, cost effectiveness, total participation, and goal achievement

Winner:

Direct Development

John Hopfensperger 163 North Broadway Green Bay

The City and the On Broadway group sensed great potential for this North Broadway site. They jointly purchased the property, demolished the existing building, and then sold it to Direct Development in 2001. Direct Development, working with the Broadway Design committee and the City of Green Bay Redevelopment Authority, designed a structure that would complement older neighboring buildings, while representing modern architecture. Dimension IV formed the design base and John Hopfensperger was the developer. Dimension IV became the first upstairs tenant and Fete, a business specializing in tabletop accessories and dinnerware, the downstairs tenant. Total project cost: \$550,000.



163 North Broadway

Honorable Mention:

Gregory S. Gorak

Quest Development West Allis

Gregory Gorak of Quest Development searched for office space in the West Allis downtown district and ultimately opted to avoid building on new green space, or locating in an urban office tower. The Quest Corporation purchased a vacant thrift store and with incentives from the city, the Downtown West Allis BID, and the private sector, completed an in-fill project, incorporating architecture sensitive to the surroundings. Total project cost: \$1 million

Best Adaptive Reuse Project

Recognizes the best adaptive reuse of a building that has outlived its former use. Nominations are judged on design quality, appropriateness of usage, and economic impact on the downtown.

Winner:

Marquette Manor

Two Rivers



St. Luke's Catholic School in downtown Two Rivers was constructed in 1909, with one major addition in 1921. After being vacant for several years, the City of Two Rivers provided a \$300,000 Community Development Block Grant Housing Loan and created a Tax Increment Finance (TIF) district to contribute \$165,000. Metro Plains also received Historic Preservation and Federal Housing Tax Credits. The redevelopment of the 38,000-square-foot space contains 33 units of housing for residents ages 55 and older. The reuse plan for the building kept the original slate blackboards and lockers. Now on the National Register of Historic Places, the building retains the feel of an old-fashioned school, but with desirable modern amenities.

Community Graduation Award

These four communities have completed their five-year training in downtown revitalization.

Main Street Waupaca, Inc.
Two Rivers Main Street, Inc.
Positively Pewaukee, Inc.
Darlington Community Revitalization, Inc.

Wisconsin Main Street Congratulates Managers for their Years of Service

One year:

Barb Carroll, Antigo
Michael Glime, Algoma
Mary Kircher, Crandon
Sherrie Avery-King, Watertown

Two years:

Steve Sollien, Black River Falls
Cheryl Zmina, Platteville
Donna Baldwin-Haut, Pewaukee
Nancy Verstrate, Sheboygan Falls

Three years:

Rita Fritz, Eagle River
Theresa Fuerbringer, West Bend
Virginia Kauffman, Tigerton

Four years:

Amy Charles, Blanchardville/Darlington
Gene Hackbarth, De Pere
Becky McKee, Sturgeon Bay

Five years:

Lori Dehlinger, Waupaca

Six years:

Judy Goodson, Columbus
Kathy Wellsandt, Rice Lake

Eight years:

Sheila Ashbeck Nyberg, Marshfield
Ingrid Mahan, Viroqua

Ten years:

Craig Tebon, Ripon
Jim Schuh, Chippewa Falls

2001 Wisconsin Main Street Honorary Board of Directors

Merle Colburn, Algoma
Bob Barrington, Antigo
Thomas Hankins, Beloit
Fred Goettl, Black River Falls
Donald "Woody" Alan, Blanchardville
Kelly Roshell, Chippewa Falls
Lyle Sampson, Columbus
Leslie Meyer, Crandon
Timothy P. McGettigan, Darlington
Harry Olp, De Pere
Tom Ellis, Eagle River
Mayor Paul Jadin, Green Bay
Bob Radtke, Marshfield
Connie Holschbach, Mishicot
Abby Lorenz, Pewaukee
Mark H. Ihm, Platteville
Linda Thompson, Rice Lake
Linda Harlan-Post, Richland Center
Pat Himebaugh, Ripon
Jeanne Blain, Sharon
Steve Schmitt, Sheboygan Falls*
Mike Felhofer, Sturgeon Bay
Kathy Robbins, Tigerton
Kim Richmond, Two Rivers
Julie Steiner, Viroqua
Randall L. Roeseler, Watertown
Ellen Davis, Waupaca
Timothy A. Klare, West Allis
Judy Etta, West Bend

*Honorary Captain

Volunteers of the Year

Janice Dart, Algoma
Langlade County 4-H Program, Antigo
Beloit Interaction Committee, Beloit
Jill Kaphengst, Black River Falls
Frank Schlumpf, Blanchardville
Evalyn Fresch, Lucyann LeClerc, Nancy
Schuh, Chippewa Falls
John Freiburger, Columbus
Lois Marvin, Crandon
Dr. Patrick and Jane Whalen, Darlington
Sandi Walch, De Pere
Jack Butler, Eagle River
Daphne Copin-Levatter, Green Bay
Betsy Weiss, Lincoln Village, Milwaukee
Sue Decker, Marshfield
Annette Paul, Mishicot*
Pat Gallagher, Pewaukee
Ed Bible, Platteville
Mary Vesper, Rice Lake
Carol Stevenson, Richland Center
Ken Walstra, Sharon
Maddy Ehlert, Sheboygan Falls
Barb and Dick Allmann, Sturgeon Bay
Jean Sambs, Tigerton
Nick Borneman, Two Rivers
Susan Dregne, Viroqua
Kathleen Nelson, Watertown
Bob Cloud, Waupaca
Christine Porter, West Bend

*Honorary Captain

Community Spirit Award

Recognizes an individual, committee, or organization that has made a genuine impact on the Main Street Program at the state and local level, and exhibits an overall enthusiasm and ability to make downtown revitalization a true priority.

Winner:

De Pere Area Business Alliance

De Pere has been a model of success for many communities throughout the state, having consistently maintained a comprehensive program that is strong in each point of the Main Street approach. Since 1990, downtown De Pere has attracted nearly \$44 million in new investment, 152 new businesses and more than 1,235 new jobs.

It is a city committed to public and private improvements, in the form of façade restorations and historic preservation. Nicky's Lionhead Tavern and the downtown clock project are two fine examples.

De Pere has been a pioneer in the adaptive reuse of large buildings. The former Lawton Foundry was renovated into quality apartments. The vacant Lee Department Store building underwent extensive restoration and is now filled with retail businesses. The former St. Boniface Church now houses St. Norbert College Bookstore.

DePere has a knack for hosting and promoting a wide array of community events, and representatives are always happy to share their secrets of success with other communities at state and national conferences.

No community has consistently maintained its public-private support for the Main Street program like De Pere, and it has been a strong supporter of downtown revitalization throughout the state. For these and many other accomplishments, the De Pere Main Street Program was awarded the 2001 Community Spirit Award.

Gillett and Wausau

NEW Main Street Communities

Governor Scott McCallum announced on Tuesday, June 4, 2002, that Gillett and Wausau have been named to the Wisconsin Main Street Program, which provides technical assistance to local central business district redevelopment projects. The Department of Commerce selected the communities after conducting a competitive application process. Designated communities receive five years of technical, design, and business assistance. In making the announcement, Gov. McCallum congratulated both communities for their successful initiatives, and stated that "The Wisconsin Main Street Program has earned national recognition for helping downtowns across Wisconsin reclaim their place as centers of commerce and community."

Gillett (population 1,233) has formed Revitalize Gillett, Inc. to administer its new Main Street program. The community has established excellent public-private support for its downtown revitalization efforts. Gillett plans to use the Main Street Program to revitalize businesses in the Main Street district; attract new businesses; retain and restore its historic assets; develop an aggressive promotional schedule; and assist in the adoption of a comprehensive plan for the city.



Above: Downtown Gillett-East on Main Street and Lake. Right: Third Street in Wausau

For more information on the state's Main Street Program, contact Jim Engle, Department of Commerce, at 608/267-0766.

Main Street communities also include Algoma, Antigo, Beloit, Black River Falls, Blanchardville, Chippewa Falls, Columbus, Crandon, Darlington, De Pere, Eagle River, Green Bay, Lincoln Village (Milwaukee), Marshfield, Mineral Point, Mishicot, Osceola, Pewaukee, Platteville, Rice Lake, Richland Center, Ripon, Sharon, Sheboygan Falls, Sturgeon Bay, Tigerton, Two Rivers, Viroqua, Watertown, Waupaca, West Allis and West Bend.



Downtown Wausau

Wausau (population 37,060) has formed Central Wausau Progress to administer its new Main Street Program. It will organize community groups in an effort to preserve and rehabilitate historic buildings, attract more people to downtown businesses; develop underutilized property; and maintain the retail function in the downtown area. Downtown businesses lead the effort to compete for Main Street designation.



REMINDER!
Governor's Conference
on Downtown
Revitalization
October 7-8th!
Appleton, WI.

Wisconsin Main Street Program Managers



ALGOMA, '00
Michael Glime
(920) 487-5498

ANTIGO, '89
Barb Carroll
Kay Grisham
(715) 623-3595

BELOIT, '88
Tom Clippert
(608) 365-0150

BLACK RIVER FALLS, '97
Steve Sollien
(715) 284-2503

BLANCHARDVILLE, '97
Amy Charles
(608) 523-2274

CHIPPEWA FALLS, '89
Jim Schuh
(715) 723-6661

COLUMBUS, '92
Judy Goodson
(920) 623-5325

CRANDON, '00
Mary Kircher
(715) 478-4242

DARLINGTON, '96
Amy Charles
(608) 776-3067

DE PERE, '90
Gene Hackbarth
(920) 338-0000

DODGEVILLE, '91
Joni Herren
(608) 935-9200

EAGLE RIVER, '99
Rita Fritz
(715) 477-0645

GREEN BAY, '95
Naletta Burr
(920) 437-2531

LINCOLN VILLAGE
NEIGHBORHOOD, '01
Neil White
(414) 672-2249

MARSHFIELD, '90
Sheila Ashbeck
Nyberg
(715) 387-3299

MINERAL POINT, '93
Joy Gieseke
(608) 987-2580

MISHICOT, '01
Kathleen Lindsey
(920) 755-3411

OSCEOLA, '97
Lisa Mehtala
(715) 755-3300

PEWAUKEE, '96
Donna Baldwin-Haut
(262) 695-9735

PLATTEVILLE, '99
Cheryl Zmina
(608) 348-4505

RICE LAKE, '91
Kathy Wellsandt
(715) 234-5117

RICHLAND CENTER, '92
Sally Hink
(608) 647-8418

RIPON, '88
Craig Tebon
(920) 748-7466

SHARON, '94
Maragret Dreksler
(262) 736-6246

SHEBOYGAN FALLS, '88
Nancy Verstrate
(920) 467-6206

STURGEON BAY, '94
Becky McKee
(920) 743-6246

TIGERTON, '93
Virginia Kauffman
(715) 535-2110

TWO RIVERS, '96
Mike Zimmer
(920) 794-1482

VIROQUA, '89
Ingrid Mahan
(608) 637-2575

WATERTOWN, '00
Sherrie Avery-King
(920) 261-5185

WAUPACA, '96
Lori Dehlinger
(715) 258-9009

WEST ALLIS, '01
Patrick Schloss
(414) 774-2676

WEST BEND, '99
Theresa Fuerbringer
(262) 338-3909

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